



Virginia Rent Relief Marketing Toolkit

May 2021



Virginia Rent Relief Program Aims to Efficiently Distribute Federal Funding

The Commonwealth of Virginia is committed to efficiently distributing \$524 million in federal ERA funding through the Virginia Rent Relief Program (RRP) to ensure housing stability across the Commonwealth. Rent relief money is available to landlords and tenants who have been disproportionately affected by COVID-19. The money does not have to be repaid.

Please use any materials from this Marketing Toolkit with your members/group to help raise awareness that rent relief is available for those affected by the pandemic. You can download these materials individually from the dhcd.virginia.gov/rrp website. You can print or email the flyers and infographic and send to your members or constituents. You may also download social media assets and post to your social media accounts to help spread the word. You will see a small 'download' icon in the upper right-hand corner of the materials, as well as an alert that pops up. Click OK and it will navigate to that page on the website.

This toolkit includes the following:

- Flyer for landlords (available in 7 languages at dhcd.virginia.gov/rrp)
- Flyer for tenants (available in 7 languages at dhcd.virginia.gov/rrp)
- Social media assets
- Program overview infographic

With the national eviction moratorium extended to June 30, 2021, tenants can seek rent relief due to financial hardships as a result of COVID-19. Landlords can also apply for rental assistance on behalf of their eligible tenants. The program covers overdue rent back to April 1, 2020 and up to three months in the future, but not exceeding a total 15 months of rental assistance per household.

Likewise, tenants can apply directly for rent relief through the state program; however, tenants and landlords will receive relief more quickly through the landlord-initiated application.

To find out how to apply through the landlord-initiated application, go to:
VirginiaHousing.com/RentRelief

To apply through the tenant application, go to: dhcd.virginia.gov/eligibility

Landlord and Tenant Flyers

(Flyers are available in 7 languages at dhcd.virginia.gov/rfp)



Attention Owners, Management Owners and Landlords

Do you have tenants struggling to pay their rent due to the COVID-19 pandemic?

Virginia is administering relief for renters experiencing a negative financial impact due to the COVID-19 pandemic through the Virginia Rent Relief Program (RRP). You can now apply through Virginia Housing on behalf of tenants to receive funds to pay delinquent rent arrear payments back to April 1, 2020, and up to three months of payments into the future to maintain housing stability. The total payments may not exceed a total of 15 months of rental assistance per household.



Eligibility

The Virginia RRP will provide financial help on behalf of renters who meet the following criteria:

- ☒ Have a valid lease agreement in their name or other documents confirming the landlord-tenant relationship, and live in the unit at time of application
- ☒ Have a rent amount that is at or below **150% Fair Market Rent**
- ☒ Have a gross household income at or below **80% of the area median income**
- ☒ Have experienced a financial hardship (directly or indirectly) due to COVID-19, including but not limited to:
 - Being laid off
 - Place of employment has closed
 - Reduction in hours of work
 - Loss of spousal/child support
 - Inability to find work due to COVID-19
 - Having to stay home with children due to distance learning / closure of day care or school
 - Increase in expenses due to COVID-19, such as child care, medical bills, etc.
 - Unwilling or unable to participate in previous employment due to the workplace's high risk of severe illness from COVID-19



Required documents

You'll need the following as proof of eligibility:

- ☒ Tenant proof of income (for example: pay stubs, bank statements, letter from employer, Social Security documents, pension)
- ☒ Valid lease or other documentation of landlord-tenant relationship
- ☒ Rent ledger
- ☒ Completed application and agreements
- ☒ Virginia W-9

Take Action Today to See how RRP may help tenants pay their rent.



Visit our website:

VirginiaHousing.com/RentRelief



Or email us at:

RentRelief@VirginiaHousing.com

The Virginia Rent Relief Program is administered through the Virginia Department of Housing and Community Development. Virginia Housing is the grantee for landlord-initiated applicants. For more information, visit dhcd.virginia.gov/rrp.



Struggling to pay your rent due to the COVID-19 pandemic?

The Virginia Rent Relief Program may be able to help

Virginia is administering relief for renters experiencing a negative financial impact due to the COVID-19 pandemic through the Virginia Rent Relief Program (RRP). Through this state program, you can apply (or your landlord may apply on your behalf) to receive funds to pay delinquent rent arrear payments back to April 1, 2020, and up to three months of payments into the future to maintain housing stability. The total payments may not exceed a total of 15 months of rental assistance per household.



Eligibility

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- ☒ Have a gross household income at or below [80% of the area median income](#)
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Required documents

You'll need the following as proof of eligibility:

- ☒ Proof of income (for example: pay stubs, bank statements, letter from employer, Social Security documents, pension)
- ☒ Valid lease or other documentation of landlord-tenant relationship
- ☒ Rent ledger (landlord provides)
- ☒ Completed application and agreements
- ☒ Virginia W-9

Learn More & Apply:

Contact your landlord today to apply on your behalf. This is the quickest way to access rent relief.

Or apply for yourself. Get started on DHCD's website: dhcd.virginia.gov/eligibility



Social Media Assets

Social Media Assets – Landlord



Filename: Apartment_LL_1200x627px.jpg



Filename: Calculator_LL_1200x627px.jpg



Filename: Mobile-Home_LL_1200x627px.jpg



Filename: Picket-Fence_LL_1200x627px.jpg



Filename: Two-Women_LL_1200x627px.jpg



Filename: Young-Couple-w-Woman_LL_1200x627px.jpg

Social Media Posts – Landlord

Here are posts to copy, paste and customize for your organization or group. Images can be downloaded from the previous page or the website at dhcd.virginia.gov/rrp. Scroll to RRP Marketing Toolkit and click on RRP Landlord Social Media Graphics. You can also go straight to the graphics by clicking on the download icon on the next page.

The Virginia Rent Relief Program (RRP) is designed to support and ensure housing stability across the commonwealth during the coronavirus pandemic. <http://virginiahousing.com/rentrelief> #rentreliefva #varentrelief #rentrelief



DID YOU KNOW? Despite the moratorium on eviction, rent is still owed to the landlord. This emergency funding from the government is free money, similar to a stimulus check, that can help to reduce that debt. <http://virginiahousing.com/rentrelief> #rentrelief #varentrelief #rentrelief



Don't forget! Landlords and tenants working together on applying for relief experience a faster application process and payment. VirginiaHousing.com/RentRelief #rentreliefva #varentrelief #rentrelief



Tenants and landlords are encouraged to work together to apply for assistance. Learn more at <http://virginiahousing.com/rentrelief> #rentreliefva #varentrelief #rentrelief



DYK? Landlords with properties in Chesterfield <http://actsrva.org/chesterfield-landlord-information> or Fairfax <https://www.fairfaxcounty.gov/health-humanservices/eviction-prevention> counties will need to apply directly through each locality's program. #fairfaxrentrelief #chesterfieldrentrelief



Many tenants and landlords have been financially impacted by COVID-19. It is our goal to keep tenants in their homes and ensure landlords are paid so they can continue to provide housing. To find out if you qualify, go to VirginiaHousing.com/RentRelief. #rentreliefva #varentrelief #rentrelief



Social Media Assets – Tenant



Filename: Dad-Daughter_TN_1200x627px.jpg



Filename: Mom-Son_TN_1200x627px.jpg



Filename: Mobile-Home_TN_1200x627px.jpg



Filename: Apartment_TN_1200x627px.jpg



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Tenants and landlords can easily check their eligibility for Virginia Rent Relief. Tenants interested in applying can check their eligibility by completing the self-assessment at <https://dhcd.virginia.gov/rrp> or by dialing 2-1-1 on their phones. Property owners, managers and landlords visit the Virginia Housing website <http://virginiahousing.com/rentrelief>



DID YOU KNOW? Tenants should work with their landlord, who are legally obligated to help their tenants apply for assistance. The process and payment is also faster when handled this way. Go to <https://dhcd.virginia.gov/eligibility> to find out if you are eligible for Virginia Rent Relief. [#rentreliefva](#) [#varentrelief](#) [#rentrelief](#)



"There continues to be an overwhelming need for additional relief to help those struggling to make ends meet. This new federal funding will provide an important lifeline to individuals and families, and bolster our ongoing work to address housing affordability in the Commonwealth. I urge eligible households to act quickly and work with their landlords to seek rental assistance through this program." — Gov. Ralph Northam <https://dhcd.virginia.gov/rrp> [#rentreliefva](#) [#varentrelief](#) [#rentrelief](#)



DID YOU KNOW? Despite the moratorium on eviction, rent is still owed to the landlord. This emergency funding from the government is free money, similar to a stimulus check, that can help to reduce that debt. Apply now at: <https://dhcd.virginia.gov/rrp> [#rentreliefva](#) [#varentrelief](#) [#rentrelief](#)



Tenants and landlords are encouraged to work together to apply for assistance. Learn more at <https://dhcd.virginia.gov/rrp> [#rentreliefva](#) [#varentrelief](#) [#rentrelief](#)



It is important to understand that the pause on evictions does not eliminate a tenant's obligation to pay rent. It is our goal to keep tenants in their homes and ensure landlords are paid so they can continue to provide housing. Find out more at: <https://dhcd.virginia.gov/rrp> [#rentreliefva](#) [#varentrelief](#) [#rentrelief](#)



Program Overview Infographic



\$524 million

in new federal funding for Virginia Rent Relief



\$200.5 million

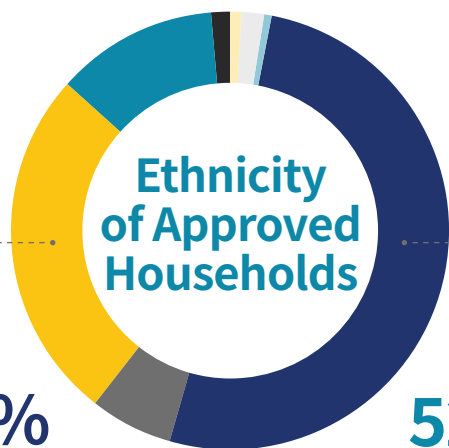
has been dispersed to households in Virginia

35,596

households received rent and mortgage relief assistance



The household's total gross income must be equal to or less than 80% of area mean income to qualify. **78%** of those approved had **average median incomes below 30%**

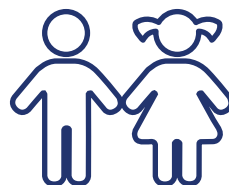


25%

White households accounted for just over a quarter of those served

52%

Black households accounted for more than half of those served



66% of approved households included children under 8 years old

Fast Facts

- Landlords are encouraged to apply for rent relief on behalf of their tenants. It's easier and **payment is faster.**
- You are **not required to have financing** through Virginia Housing or DHCD to apply.
- Similar to other federal stimulus programs, landlords and tenants **do not have to pay this money back.**
- Chesterfield** and **Fairfax** counties are administering their own programs.

Stats are as of May 5, 2021

To find out if you are eligible, visit dhcd.virginia.gov/eligibility.